

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously Presented) An information providing system comprising:
a server computer capable of transmitting an advertising data through a communication network; wherein an advertising charge for transmitting the advertising data is charged to a provider who provides the advertising data to the server computer, and the advertising charge varies according to a time of day when the advertising data is transmitted,
the advertising data is displayed on a web page,
a placing charge for placing contents on the web page is charged to a provider who provides contents of the web page to the server computer, and
the advertising charge is raised as the number of accesses increases, and the placing charge is lowered as the number of accesses increases.
2. (Previously Presented) The system according to Claim 1, wherein
the advertising charge also varies according to a number of accesses to the advertising data through the communication network.
3. (Cancelled)
4. (Previously Presented) The system according to Claim 1, wherein
the advertising charge also varies according to an amount of advertisement space occupied by the advertising data on the web page.
5. (Previously Presented) The system according to Claim 4, wherein
the server computer changes the amount of advertisement space according to a number of accesses to the advertising data through the communication network.
6. (Previously Presented) The system according to Claim 1, wherein

the advertising charge also varies according to a geographical location for which the advertising data is provided.

7. (Previously Presented) An information providing system comprising:
a server computer connected to a communication network and transmitting advertising data to a first computer at the request of the first computer and sending the first computer accounting data that indicates a cost associated with the advertising data, the cost varying according to a time period when the advertising data is transmitted to the first computer.

8. (Previously Presented) The system according to Claim 7, wherein
the server computer changes the accounting data according to a number of requests for transmitting the advertising data.

9. (Previously Presented) An information providing method comprising:
receiving advertising data from an advertisement provider,
providing the advertising data to users through a communication network,
setting an advertising charge that is charged to the advertisement provider according to a time of day when the advertising data is transmitted through the communication network;
displaying the received advertising data on a web page,
increasing the advertising charge that is charged to the advertisement provider as a number of accesses of the advertising data through the communication network increases,
and
lowering a placing charge charged to a provider who provides contents of the web page as the number of accesses increases.

10. (Previously Presented) The method according to Claim 9, wherein

the advertising charge also is set according to a number of accesses of the advertising data through the communication network.

11. (Previously Presented) The method according to Claim 9, wherein the advertising charge also is set according to a geographical area for which the advertising data is provided.

12. - 13. (Cancelled)

14. (Previously Presented) An information providing method comprising: receiving a request for transmitting advertising data through a communication network and transmitting the advertising data to a computer requesting for the transmission through the communication network, and sending accounting data to the computer that requested the advertising data, the accounting data indicating a cost associated with the advertising data, the cost varying according to a time period when the advertising data is transmitted.

15. (Original) The method according to Claim 14, wherein the accounting data is set according to a number of requests for the transmission.

16. (Previously Presented) A server computer providing an information to a first computer through a communication network, comprising: a memory that stores an advertising data; and a controller that transmits the advertising data to the first computer through the communication network, and sets an advertisement charge for transmitting the advertising data which is charged to a provider who provides the advertising data, wherein the controller sets the advertisement charge according to a time of day when the advertising data is transmitted, the advertising data is displayed on a web page, and

the controller sets a placing charge for placing contents on the web page which is charged to a provider who provides the contents of the web page, and the controller raises the advertisement charge as the number of accesses increases, and lowers the placing charge as the number of accesses increases.

17. (Previously Presented) The server computer according to Claim 16, wherein the controller also sets the advertisement charge according to a number of accesses to the advertising data through the communication network.

18. (Cancelled)

19. (Previously Presented) The server computer according to Claim 16, wherein the controller also sets the advertisement charge according to a geographical location for which the advertising data is provided.

20. (Previously Presented) The server computer according to Claim 16, wherein the controller sets an amount of advertisement space displaying the advertising data according to a number of accesses to the advertising data from the first computer.